

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Honours) - Hospitality & Tourism Management
Semester: I
Syllabus with Effect from: June - 2015

Paper Code: UM01CBHT01	Total Credit: 3
Title Of Paper: Introduction to Hospitality & Tourism	

Unit	Description in Detail	Weightage (%)
I	Tourism Concept and Phenomenon Definition of tourism, concept & phenomenon, Pull & push History of tourism, Definition of tourism, types of tourism & forms of tourism, nature of tourism, components of tourism Globalization of Hotel & Tourism Industry	25%
II	Constituents of Tourism Industry Linkage in tourism Primary constituents Secondary constituents Mode of transportation Intermediaries(travel agencies, tour operator, guide etc)	25%
III	Introduction to Hospitality Industry Story of development of Hotel Industry Definition of Guest and Host Leading Personalities and Brand of Hotels Important Land Mark in the development of Hotels Current and Future Scenario Major Department of Hotel(Front Office, F& B Service , House keeping & Food Production	25%
IV	Components of Accommodation Sectors Introduction to Accommodation Sectors Division of Accommodation Sector(Commercial & Welfare) Organizational structure Ownership Patterns Operational Division Ecotels	25%

Basic Text & Reference Books:-

- Sudhir Andrews- Text Book of Front Office Operation & Management(8th Edition), Tata Mcgrowhills Tourism, Rob Davidson,”
- Tourist Industry, Nerval A.J
- Daniel Foster - Rooms at Inn: Front Office Operation and Administration
- Grey K. Vallen& J.K. Vallen -Check-in & Check-out
- Hotel Management, B.K.Chakravarti
- Praveen Sethi- Handbook of Hospitality and Tourism

